

Just Thrive Vitamin K2-7 :: Swipe Copy

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Calcium hook emails:

Email 1 :: Calcium + K2 (Education)

Subject Options:

- A traffic cop for your body?
- Calcium is no good without this

Body:

When you were little, did your mom tell you to “Drink more milk,” FNAME?

Well, mom knew what she was talking about 😊

Milk is a well-known source of **calcium**, which supports a host of important bodily functions, and is an essential nutrient...

Not only for good health, but for our survival!

However...

Too much calcium in your body can quickly become bad news.

Much like a child, calcium needs a lot of guidance to behave appropriately.

When led properly, it goes to places it belongs, like your bones, your muscles, and your nerves.

But, when left unsupervised, it can roam to dangerous areas... **Like the arteries around your heart!**

And **calcium** in your arteries can result in:

- ✗ Coronary artery disease
- ✗ Heart disease
- ✗ And major adverse cardiac events

So, in order for your body to use calcium optimally, it needs help!

As luck would have it, nature has given us a vitamin that acts as a bodily nanny and traffic cop...

Vitamin K2-7

This little-known, but extraordinarily important vitamin directs calcium to your bones, telling it to criss-cross applesauce and stay there!..

It also stands guard at the door to your circulatory system, ensuring that excess calcium doesn't wander into the street (your bloodstream/arteries)...

It doesn't take much Vitamin K2-7 to get the job done, but getting it via food is a pretty tall order.

Unless you eat multiple bowls of Japanese natto (a pungent, fermented soybean dish) daily, then you're probably like most people in the Western world:

K2 deficient!

That's why my good friends at Just Thrive created their Vitamin K2-7 supplement – So you and I can EASILY get the recommended amount of K2-7 your body needs!

The Just Thrive K2-7 is THE ONLY K2 on the market with:

- **320 mcg of pharmaceutical grade K2-7** (the optimal daily amount)
- **Ultra Absorption Complex** that contains magnesium and zinc
- MenaquinGold™ which delivers **100% guaranteed potency**
- **Multiple published safety studies** showing effectiveness

And a growing body of published research now shows that when you supplement with optimal amount of Vitamin K2-7, you're able to effectively:

- Support a **healthy heart and circulation**
- Maintain **healthy arteries**
- **Encourage** healthy blood sugar levels
- **Aid in** optimal bone, brain, and nerve health
- **Support** healthy growth and development

If you're ready to give your bones and heart the support they need to rebuild, repair, and stay strong, then I have some great news for you:

I reached out to my contact at Just Thrive, and they agreed to extend to our community a savings of **10% off** their Vitamin K2-7 supplement.

But they can only offer this for a limited time, so to grab yours today, all you have to do is **click here**, and enter code **CODE** at checkout!

Here's to living your best, strongest, and healthiest life!

With gratitude,

– sign off

PS: This is a limited time offer! In order to lock in your 10% savings today, make sure to click the link below and enter code **CODE** at checkout!

>> YES! I'm ready to upgrade with 10% OFF Vitamin K2-7

Email 2 :: Calcium Risk (Direct Response)

SL: One pill closer to a heart attack?

SL: Why Calcium supplements could be dangerous for you...

SL: Calcium supplements warning

SL: It's kind of like "buying a heart attack"

SL: Calcium Supplement Recall?

Body:

Researchers at Johns Hopkins University School of Medicine just dropped a bombshell:

Every time you take a calcium supplement — your risk of developing a heart attack could **increase**.

In fact, they even reported that:

"Excess calcium in the form of supplements may damage the heart and vascular system"...

So, if you've been using calcium supplements, or even a multivitamin that has added calcium in it, you could be at risk.

But please keep reading...

Because scientists recently made a breakthrough discovery that not only allows you to prevent calcium from going to places it doesn't belong — like your heart, liver, and kidneys...

But now you can easily direct the extra calcium to areas in your body that need it most — like your bones to support optimal bone health.

The discovery is being referred to as the "Traffic Cop Vitamin"...

And it's an essential nutrient for supporting bones, while keeping the rest of your body safe.

[Click here to discover the breakthrough "Traffic Control Vitamin" that can help keep your heart beating strong.](#)

To your health,

(sign off)

Email 3 :: Calcium Hoax (Direct Response)

SL: The ugly truth about Calcium Supplements

SL: The disturbing calcium question

SL: Don't take calcium supplements until you read this

SL: The great calcium hoax?

Body:

Calcium helps build stronger bones and reduces the risk of osteoporosis, right?

Well, if that's true...

Why is it that calcium is plentiful in our environment and the food we eat...

Yet our bones still seem to become more and more brittle as we age?

It wasn't until scientists at John Hopkins conducted an eye-opening study, that we discovered the truth...

As they put it...

*"There's a growing body of evidence to suggest **no health benefit** from calcium intake."*

And even worse...

Taking calcium supplements can **increase** your risk of **plaque buildup in your arteries** & **heart damage**.

The screenshot shows the Johns Hopkins Medicine website. At the top, there is a navigation bar with the logo and text 'JOHNS HOPKINS MEDICINE'. To the right of the logo are links for 'Find a Doctor', 'Appointments', and 'Login to MyChart'. Below this is a search bar with a yellow 'Search' button. A secondary navigation bar contains links for 'ABOUT', 'HEALTH', 'PATIENT CARE', 'RESEARCH', and 'SCHOOL OF MEDICINE'. The main content area is titled 'News and Publications'. On the left is a sidebar with links for 'Overview', 'Articles from Johns Hopkins', 'E-Newsletters', and 'Newsroom'. The main article is titled 'Calcium Supplements May Damage the Heart' and includes the text 'Experts recommend caution before taking calcium supplements'. A red arrow points from the top right towards the article title. To the right of the article is a box labeled 'FOR THE MEDIA Contacts:'.

So why isn't this all over the news?

Well, it's part of what scientists are calling **"The Great Calcium Hoax."**

=> [Click here to discover how to support strong bones and heart health... \(and sidestep the dangers of calcium\)](#)

To your health,

(sign off)

Cardiovascular hook emails

Email 1 :: Samurai Heart Secret

Subject Options:

- The heart health secret of samurai warriors (and how to get it)
- This tastes terrible (and why your heart loves it)
- The sticky, slimy food that may save your life

Body:

It's often referred to as the "health secret of samurai warriors."

Nattō, a centuries-old superfood made from fermented soybeans, is one of the original superfoods, but it's not the most pleasant thing to eat.

In fact... If you were to travel to Japan to order a bowl, **you'd likely be sent to a different room because the smell is so strong!**

So why would anyone want to eat something that's so offensive to the senses?

It turns out that Nattō's natural fermentation process releases a miraculous vitamin...

And in an unprecedented study, it was shown to support:

- A **50% decrease** in cardiovascular events and mortality
- A **25% decrease** in all-cause mortality...
- A **25% reduced** risk for dying from any disease, across the board

Eye-opening to be sure...

But tragically, 97% of people in the western world are deficient in this critical nutrient.

And this deficiency has been linked to a vulnerable immune system and a MUCH higher risk for cardiovascular disease.

>> Discover how you can support a strong heart by easily giving your body this important vitamin (without having to fly to Japan and force down a bowl Nattō)

– sign off

Email 2 :: Japanese Bean

SL: Is your heart a ticking time bomb?

SL: 1000 year old japanese hack to save your life.

SL: This Japanese bean cuts your heart attack risk in half?

SL: Strange Japanese bean cuts heart attack chance by 50%?

Body:

Heart attack was just about the last thing on 40-year-old Melissa's mind.

It all started with a feeling of pressure in her chest...

"They told me I needed to go to the emergency room — *immediately.*"

This active mother of two had just seen her doctor for a complete physical a few months earlier and had no symptoms that would indicate heart disease.

But suddenly she found herself in sad company... Among the 805,000 people at high risk of a heart attack every year.

Living day by day in fear...

Worried about her family's future...

And always keeping tabs on the location off where the nearest ER is...

This is now her reality...

But it doesn't have to be yours.

What if I told you there was a **small fermented bean** that could reduce your chances of heart attack in HALF?

It's something that's been used in Japan for almost 1,000 years...

And in an unprecedented study, it was found that getting this into your diet everyday could lead to:

- 50% decrease in cardiovascular events and mortality
- 25% decrease in all-cause mortality...
- 25% reduced risk for dying from any disease, across the board
- 25% increased rate of living longer and healthier!

[Click here to see how THIS Japanese Bean could cut your risk of heart attack in HALF.](#)

(sign off)

Email 3 :: Heart, Kidneys, liver, bones (Direct Response)

SL: Fermented Japanese BEAN for good health?

SL: The fermented Japanese secret to excellent health

SL: People actually eat this AND stay healthy?

SL: Here's what good health looks like...

Body:

Samurai warriors had a “secret weapon” to keep them healthy in battle...

It's a **fermented bean product** found only in Japan...

And recently, modern research has validated this bean's extremely *powerful* benefits...

— Including being able to help with your **heart... kidneys... liver... bones...** and even your **arteries!**

This fermented bean is being touted as the “ultimate superfood”...

And those who add it to their diet feel noticeably stronger and more in control of their health than those who don't.

[=> Click here to discover how THIS one bean can reinforce your heart and bone health FAST.](#)

(sign off)

Crucial Nutrient hook emails

Email 1 :: Are you getting enough? (Education)

Subject Options:

- The most important vitamin you haven't heard of
- More important than Vitamin C or D
- Are you getting enough of this crucial vitamin?
- Are you deficient in K2? (here's how to tell)

Body:

In the last year, everyone's been so focused on...

Vitamin C
Vitamin D
And Zinc...

And for good reason!

But, the reality is we should all be adding one more crucial nutrient to that list:

Vitamin K2.

In fact, our body depends on it. It can be found in literally every tissue of your body.

The problem is, most of us aren't getting enough.

You see...

It's nearly impossible to get it from our diet, because very few foods contain high levels.

Not to mention... a single course of antibiotics can trigger a deficiency.

And when we are Vitamin K2 deficient for too long... it can lead to weaker bones, a vulnerable immune system, and MUCH higher risk for things like heart and nerve challenges.

Thankfully, there's now another way to get more of this vital vitamin.

[>> Discover The #1 Way to Get Vitamin K Today](#)

– sign off

Email 2 :: You've never heard of (Education)

From: Just Thrive

Subject Options:

- The most important vitamin you've never heard of 🙏
- A traffic cop for your body?
- Do you know the universal nutrient?

Preheader:

Often overlooked, but incredibly powerful, this may be your best ally in supporting your heart and bone health

Breaking news!

The most important vitamin you've never heard of – that needs to be on your radar is...

Vitamin K2-7

Here's why: Think of it like the traffic cop of your body...

When it comes to crucial bodily nutrients like Vitamin D and Calcium, **K2-7 ensures they're being used correctly** – Travelling to all the places they're needed (and staying away from all the places where they can do harm!)

This makes K2-7 an incredibly powerful ally in supporting your heart and bone health!

To boot, it's often referred to as "The Universal Nutrient" because Vitamin K2-7 can be found in literally **every tissue of your body!**

This makes it **a necessary and critical part of EVERY healthy bodily function.**

And, a growing body of published research shows that Vitamin K2-7...

- Support a **healthy heart and circulation**
- Maintain **healthy arteries**
- **Encourage** healthy blood sugar levels
- **Aid in** optimal bone, brain, and nerve health
- **Support mitochondrial** vigor and healthy cell development

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Hybrid ecomm page

Email 1 :: Buying a heart attack

Subjects/PRE:

It's kind of like "buying a heart attack"

- Experts say this popular supplement is extremely dangerous

Calcium supplement recall?

- Here's why experts say all calcium supplements are dangerous

Body:

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